

Station WVBT-TV NORFOLK, VA.
Advertiser () DSCC IE
Product D.S.C.C. IE
Estimate# 1139
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1139
Flight Dates 10/09/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$35,775
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10A-11A	MILLIONAIRE	:30	\$100.00	10/09-10/12	3	1	3	\$300.00	
	2	TU-F	4P-5P	STEVE WILKOS	:30	\$200.00	10/09-10/12	3	1	3	\$600.00	
	3	TU-F	7P-730P	TMZ ON TV	:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
	4	M	8P-9P	BONES	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	5	M	9P-10P	THE MOB DOCTOR	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	6	W	8P-10P	THE X-FACTOR	:30	\$2,500.00	10/10-10/10	1	1	1	\$2,500.00	
	7	TH	8P-9P	THE X-FACTOR RESULTS	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
	8	TU-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/09-10/12	1	1	1	\$1,200.00	
	9	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,000.00	10/13-11/03	1	4	4	\$4,000.00	
	12	M-F	10A-11A	MILLIONAIRE	:30	\$100.00	10/15-11/02	3	3	9	\$900.00	
	13	M	10A-11A	MILLIONAIRE	:30	\$100.00	11/05-11/05	1	1	1	\$100.00	

EC'd Yes Last Received: 10/04/2012 8:24 AM Showing Buylines: All Lines

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	14	M-F	4P-5P	STEVE WILKOS	:30	\$200.00	10/15-11/02	5	3	15	\$3,000.00	
	15	M	4P-5P	STEVE WILKOS	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
	16	M-F	7P-730P	TMZ ON TV	:30	\$400.00	10/15-11/02	3	3	9	\$3,600.00	
	17	M	7P-730P	TMZ ON TV	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	18	M-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/15-11/02	3	3	9	\$10,800.00	
	19	M	10P-1045P	LATE NEWS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	20	M	8A-9A	THE DAILY BUZZ	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	

--REPORT TOTALS--
Report Totals: 63 / \$35,775.00

--SALES MONTHLY TOTALS--

Oct 12: 41 / \$22,200.00 Nov 12: 22 / \$13,575.00
Sales Totals: 63 / \$35,775.00
Station Totals: 63 / \$35,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$715,500	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

Rep Order# 6860990 Ver# 1 Status New Traffic Order# Printed: 10/04/2012 12:19 PM 3 of 3

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE